1997 HOLIDAY PROGRAMS

AVERAGE NUMBER OF POS ITEMS PER STORE
MARLBORO UNLIMITED NEW GEAR POS

		TOTAL ALL STORES CUME THRU				RETAIL MASTERS CUME THRU				NON-MASTERS CUME THRU			
		WK 7 DEC 30	WK 8 JAN 6	WK 9 JAN 13	WK 10 JAN 20	WK 7 DEC 30	WK 8 JAN 6	WK 9 JAN 13	WK 10 JAN 20	WK 7 DEC 30	WK 8 JAN 6	WK 9 JAN 13	WK 10 JAN 20
TOTAL ALL REGIONS	STATS BASE	1753	1759	1762	1764	1099	1100	1100	1100	654	659	662	664
	AVERAGE	.36	1.38	2.83	3.40	.35	1.61	3.39	4.07	.38	1.00	1.90	2.30
REGION 1	STATS BASE	316	319	320	320	200	201	201	201	116	118	119	119
	AVERAGE	.39	1.51	2.70	3.22	.37	1.56	2.88	3.52	.44	1.42	2.39	2.71
REGION 2	STATS BASE	318	318	319	321	200	200	200	200	118	118	119	121
	AVERAGE	.48	1.85	2.92	3.28	.44	2.13	3.46	3.85	.57	1.36	2.03	2.36
REGION 3	STATS BASE	399	399	400	400	249	249	249	249	150	150	151	151
	AVERAGE	.39	1.47	2.62	3.33	.39	1.75	3.31	4.17	.39	.99	1.49	1.94
REGION 4	STATS BASE	400	401	401	401	250	250	250	250	150	151	151	151
	AVERAGE	.32	1.08	2.50	3.13	.32	1.23	3.02	3.83	.33	.84	1.64	1.96
REGION 5	STATS BASE	320	322	322	322	200	200	200	200	120	122	122	122
	AVERAGE	.24	1.07	3.56	4.14	.26	1.43	4.42	5.03	.20	.48	2.14	2.69

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1997 HOLIDAY PROGRAMS

AVERAGE NUMBER OF POS ITEMS PER STORE
BASIC BLUE DENIM POS

		RETAIL MASTERS CUME THRU			
		WK 7 DEC 30	WK 8 JAN 6	WK 9 JAN 13	WK 10 JAN 20
TOTAL ALL REGIONS					
	STATS BASE	1099	1100	1100	1100
	AVERAGE	.02	.12	.48	.64
REGION 1					
	STATS BASE	200	201	201	201
	AVERAGE	.01	.03	.45	.54
REGION 2					
	STATS BASE	200	200	200	200
	AVERAGE	.02	.27	.59	.68
REGION 3					
	STATS BASE	249	249	249	249
	AVERAGE	.03	.16	.40	.70
REGION 4					
	STATS BASE	250	250	250	250
	AVERAGE	.02	.04	.27	.42
REGION 5					
	STATS BASE	200	200	200	200
	AVERAGE	.01	.13	.75	.91

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Feb-11-98 10:35P Wendy Maalouf 518 371-9135 P.15

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1997 HOLIDAY PROGRAMS

AVERAGE NUMBER OF POS ITEMS PER STORE
MARLBORO HOLIDAY SPECIAL POS

		CUME THRU									
		WK 1 NOV 18	WK 2 NOV 25	WK 3 DEC 2	WK 4 DEC 9	WK 5 DEC 16	WK 6 DEC 23	WK 7 DEC 30	WK 8 JAN 6	WK 9 JAN 13	WK 10 JAN 20
TOTAL ALL REGIONS											
	STATS BASE	1094	1104	1105	1107	1108	1108	1110	1110	1110	1110
	AVERAGE	.18	.66	1.24	1.85	2.19	2.40	2.71	2.81	2.84	2.85
REGION 1											
	STATS BASE	198	202	203	203	204	204	205	205	205	205
	AVERAGE	.17	.57	1.29	1.81	2.10	2.32	2.47	2.58	2.59	2.60
REGION 2											
	STATS BASE	200	200	200	200	200	200	201	201	201	201
	AVERAGE	.22	.85	1.45	1.84	2.08	2.15	2.51	2.59	2.60	2.61
REGION 3											
	STATS BASE	249	250	250	250	250	250	250	250	250	250
	AVERAGE	.12	.42	.95	1.64	2.12	2.27	2.69	2.79	2.80	2.81
REGION 4											
	STATS BASE	247	251	251	253	253	253	253	253	253	253
	AVERAGE	.26	.85	1.35	1.91	2.28	2.51	2.83	2.94	2.99	3.00
REGION 5											
	STATS BASE	200	201	201	201	201	201	201	201	201	201
	AVERAGE	.10	.61	1.17	2.07	2.36	2.75	3.03	3.16	3.20	3.20

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Feb-11-98 10:34P Wendy Maalouf 518 371-9135 P.12

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1997 HOLIDAY PROGRAMS

AVERAGE NUMBER OF POS ITEMS PER STORE
BASIC CHRISTMAS SPECIAL POS

		CUME THRU									
		WK 1 NOV 18	WK 2 NOV 25	WK 3 DEC 2	WK 4 DEC 9	WK 5 DEC 16	WK 6 DEC 23	WK 7 DEC 30	WK 8 JAN 6	WK 9 JAN 13	WK 10 JAN 20
TOTAL ALL REGIONS											
	STATS BASE	1094	1104	1105	1107	1108	1108	1110	1110	1110	1110
	AVERAGE	.07	.26	.59	.89	1.12	1.26	1.46	1.55	1.57	1.58
REGION 1											
	STATS BASE	198	202	203	203	204	204	205	205	205	205
	AVERAGE	.03	.15	.59	.83	.99	1.11	1.21	1.27	1.28	1.29
REGION 2											
	STATS BASE	200	200	200	200	200	200	201	201	201	201
	AVERAGE	.06	.38	.74	.92	1.09	1.16	1.38	1.53	1.54	1.54
REGION 3											
	STATS BASE	249	250	250	250	250	250	250	250	250	250
	AVERAGE	.05	.15	.44	.72	1.05	1.20	1.46	1.56	1.58	1.58
REGION 4											
	STATS BASE	247	251	251	253	253	253	253	253	253	253
	AVERAGE	.13	.41	.78	1.13	1.36	1.50	1.72	1.79	1.82	1.85
REGION 5											
	STATS BASE	200	201	201	201	201	201	201	201	201	201
	AVERAGE	.08	.18	.38	.83	1.09	1.29	1.50	1.56	1.58	1.59

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